

The Road to the 2010 Census



Census 2000 Results

- 275 Million residents counted
- 118 million housing units
- Approximately \$182 billion in federal funds distributed annually using Census 2000 data

The Magnitude of Census 2000

- 5 million square feet of office rental space
- 65 million map sheets printed
- 3.7 million applicants tested
- 79 million questionnaires mailed back
- 42 million households visited

Realized Measures of Success

- Accuracy
- Timely data delivery
- Public responsiveness
- Census questionnaire
- Partnerships and promotion
- Recruiting and hiring

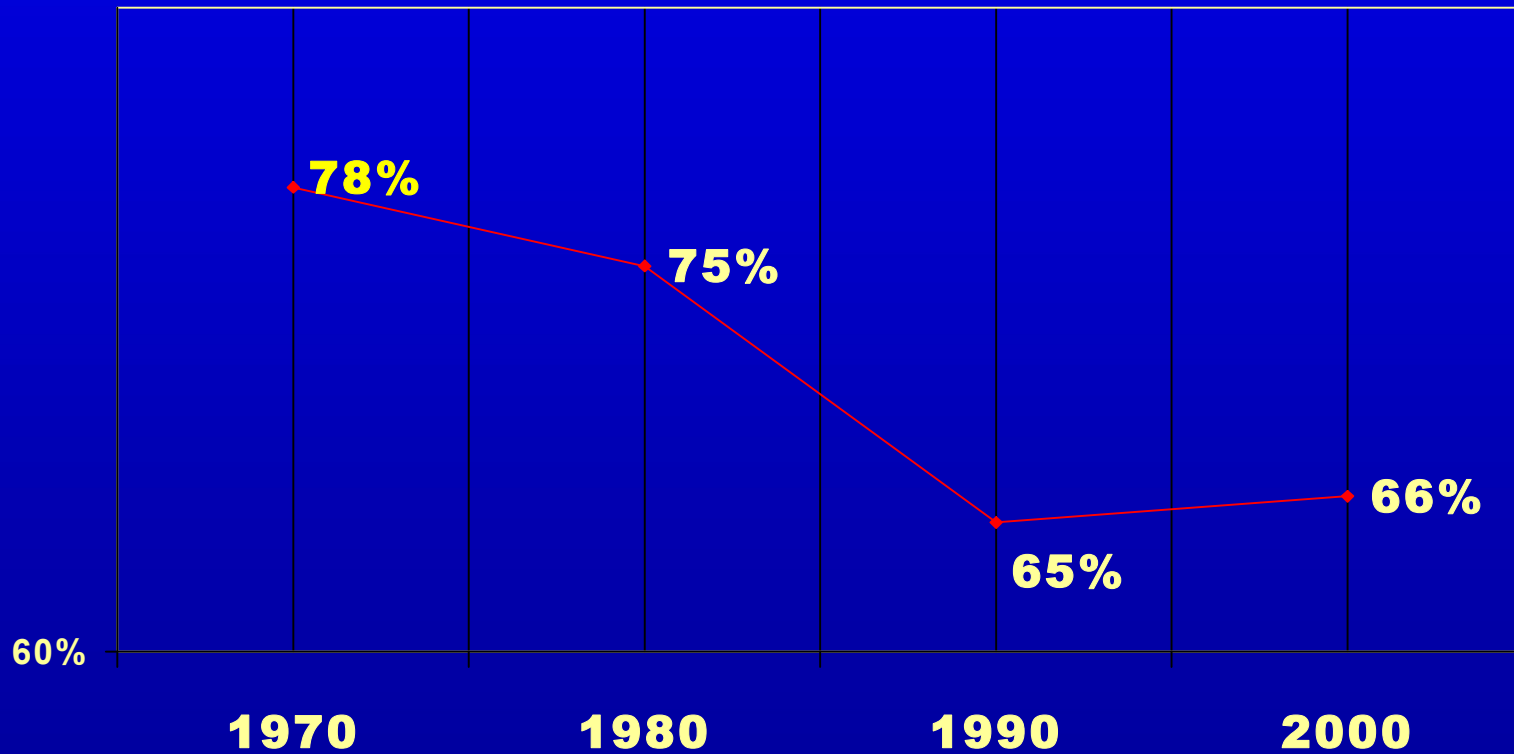
Accuracy

Census 2000 is widely considered to be the most accurate Census yet.

Timely Data Delivery

- Reapportionment data
- Redistricting data
- Data for all areas

Public Responsiveness



Mail Response Rates

Arizona	63%
---------	-----

Maricopa County	65%
-----------------	-----

Pima County	67%
-------------	-----

Pinal County	52%
--------------	-----

Census Questionnaire

- Shortest questionnaire in 180 years
- User friendly questionnaire
- Multiple mail contacts

Partnerships and Promotion

- Paid advertising campaign
- Media relations campaign
- Establishment of Partnerships

Partnerships Formed

Community organizations – 39,945

Governmental – 32,078

Tribal government – 533

Educational – 16,243

Business – 22,071

Religious – 15,801

Media – 6,442

Governor's Liaison - 51

Partnership Activities

- Be Counted Program (28,993 sites)
- Questionnaire Assistance (23,556 sites)
- Complete Count Committees (11,800)
- Promotions and Special Events
- Census in the Schools
- Local Update of Census Addresses (LUCA)

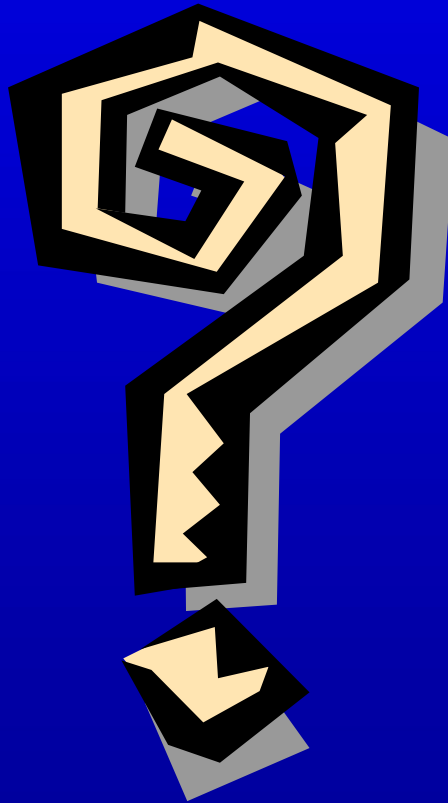
Recruiting and Hiring

- Competitive pay rates
- Hired 800,000 temporary workers

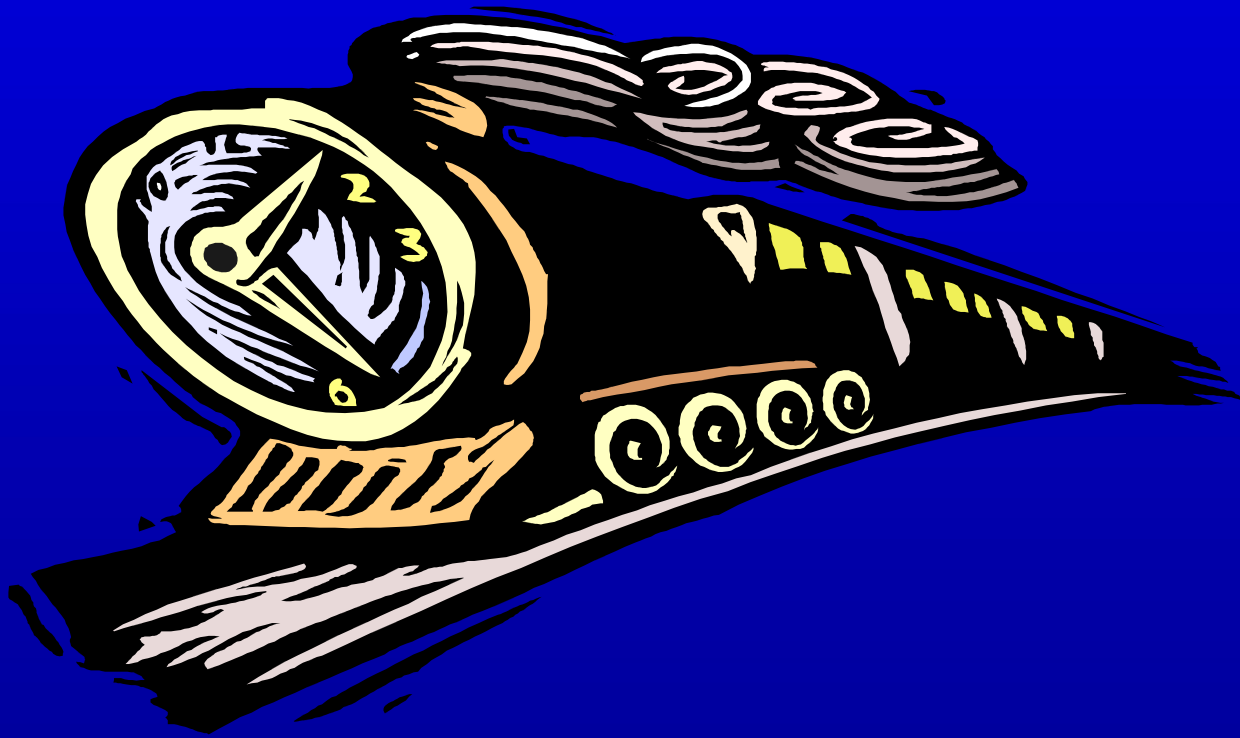
Lessons Learned

- We can't do it alone!
- Involve state/local/tribal governments early

Questions/Comments



2010 Census Overview and Timeline



Key Events and Timing

What's Different From 2000

How You Can Help

Calendar Year 2007

Local Update of Census Addresses (LUCA)

Calendar Year 2008

- LUCA Materials Due
- Complete Count Committees Formed
- Early Local Census Offices Open

Calendar Year 2009

- Address Canvassing
- Adjudication of LUCA
- Local Census Offices Open

Calendar Year 2010

- Questionnaires Mailed
- Census Day – April 1
- Follow-up to Non-Response
- Coverage Operations
- Counts Delivered to the President

Calendar Year 2011

Redistricting data delivered to states

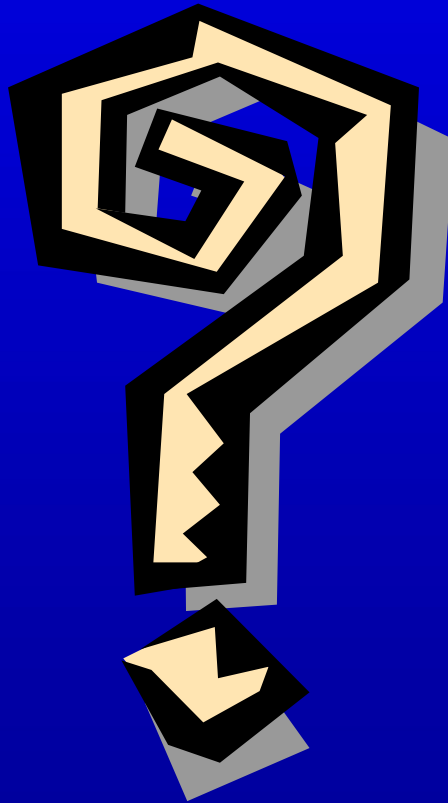
What's Different in 2010

- Short Form Only
- Use of Hand-held Computers
- Second Mailing

Be Involved Early and Often

- Participate in LUCA
- Establish local “2010 Census” contacts/liaisons for your area
- Form a Complete Count Committee
- Provide us ideas on what would help

Questions/Comments



The American Community Survey (ACS) 2005 Data Release



**AMERICAN
COMMUNITY
SURVEY**

**America is changing,
and so is the census.**

A detailed look at how our communities are changing every year—not just once every 10 years. That's what the powerful new American Community Survey (ACS) provides. Your community needs current information about its residents' education, employment, income, housing, and more in order to plan and fund local services that are important to you.

Your response is important and completely confidential.

For more information, please visit
www.census.gov/acs

Or call the U.S. Census Bureau's ACS toll-free number at
1-888-346-9682

U.S. CENSUS BUREAU

11th Annual Census
2010

U.S. CENSUS BUREAU

American Community Survey: What is it?

- **A large, continuous survey**
 - Key component of the 2010 census program.
 - Replaces census sample questionnaire (long form).
 - Produces characteristics, not a population count.
 - More current information: annual data rather than once every 10 years.
 - Produces information for small areas including tracts, block groups and population subgroups.

American Community Survey Program Schedule

- **ACS Demonstration Period: 1996-2004**
- **ACS full implementation began in 2005**
 - Every county nationwide: January 2005
 - First full implementation data products: Summer 2006
 - Annually updated data products every year thereafter

ACS Methodology in Brief

- 250,000 households surveyed each month.
- 3 million households annually nationwide (about a 1 in 40 sample).
- Each month's data is combined to produce estimated data for the year as a whole.
- Response is mandatory like the census.
- Response rates have been good.

ACS Produces Period Estimates

- They describe the characteristics of an area over a specific time period
- Contrast with point-in-time estimates that describe the characteristics of an area on a specific date

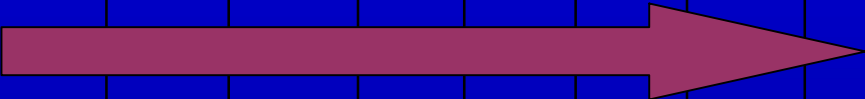
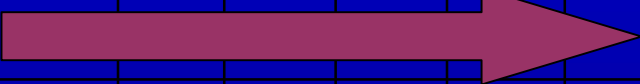
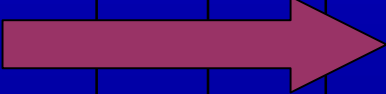
ACS Universe

- Household population ONLY in 2005
- Current resident

Residence Rules

- **Resident of an address if a person**
 - Lives there year round
 - Lives there more than 2 months but not year round
 - Is living there now with no other place to live
 - Is away now for 2 months or less
- **Not a resident of an address if a person**
 - Lives there 2 months or less with another residence
 - Is away now for more than 2 months

ACS Data Release Schedule

Type of Data	Population Size of Area	Data for the previous year(s) released in the summer of:							
		2006	2007	2008	2009	2010	2011	2012	2013
Single-year estimates	65,000+								
3-year estimates	20,000+								
5-year estimates	Down to Census Tract and Block Group								

ACS Data Products to be Released Beginning in 2006

- Base Tables (previously called Detailed Tables)
- Data Profiles
- Narrative Profiles
- Ranking Tables
- Geographic Comparison Tables
- Selected Population Profiles
- Thematic Maps



August 15:
**Demographic & Social
Characteristics**



August 29:
**Economic
Characteristics**



Early October:
**Housing & Detailed Social
Characteristics**



November:
**Selected Population Profiles
for Race, Ethnic, &
Ancestry Groups**

2005 Geographic Areas

Type of Legal, Administrative, or Statistical Area	Number included in 2005 ACS for the United States	Percent of All Such Areas
Metropolitan, Micropolitan and Combined Statistical Areas	612	58%
Counties	775	25%
School Districts	878	6%
Places	492	2%
American Indian and Alaska Native Areas	14	2%
Minor Civil Divisions	186	1%

U.S. Census Bureau

Subjects A to Z | FAQs | Privacy Policy | Help



New on the Site

Data Tools

American FactFinder

Jobs@Census

Catalog

Publications

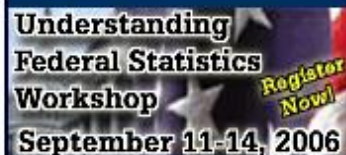
Are You in a Survey?

About the Bureau

Regional Offices

Doing Business with Us

Related Sites



SEARCH: ☐ FAQs ☐ Census.gov



Your Gateway to Census 2000 • [Census 2000 EEO Tabulations](#) • [Summary File 4 \(SF 4\)](#) • [Summary File 3 \(SF 3\)](#)

People & Households

[Estimates](#) • [American Community Survey](#) • [Projections](#) • [Housing](#) • [Income](#) | [State Family Income](#) • [Poverty](#) • [Health Insurance](#) • [International](#) • [Genealogy](#) • [More](#)

Business & Industry

[Economic Census](#) • [Economic Indicators](#) • [NAICS](#) • [Survey of Business Owners](#) • [Government](#) • [E-Stats](#) • [Foreign Trade](#) | [Export Codes](#) • [Local Employment Dynamics](#) • [More](#)

Geography

[Maps](#) • [TIGER](#) • [Gazetteer](#) • [More](#)

Newsroom

[Releases](#) • [Facts For Features](#) • [Minority Links](#) • [Broadcast & Photo Services](#) • [Embargo Request](#) • [More](#)

Special Topics

[Hurricane Data and Emergency Preparedness](#) • [Census Calendar](#) • [Training](#) • [For Teachers](#) • [Statistical Abstract](#) • [FedStats](#) • [FirstGov](#)

AMERICAN COMMUNITY SURVEY
~ America's Changing, So is the Census ~

Data Finders

Population Clocks

U.S. **299,480,850**

World **6,534,805,882**

13:54 GMT (EST+5) Aug 15, 2006

Latest Economic Indicators

- [Advance Monthly Sales for Retail and Food Services](#)
- [Manufacturing and Trade Inventories and Sales](#)

Population Finder

city/ town, county, or zip

or state
-- select a state --

Find An Area Profile with QuickFacts

Select a state to begin
-- select a state --


Economic Indicators

Select an indicator
-- select an indicator --

Accessing the Data

<http://factfinder.census.gov>

U.S. Census Bureau



Main Search Feedback FAQs Glossary Site Map Help

Your source for population, housing, economic, and geographic data

Fast Access to Information

Get a **Fact Sheet** for your community...

city/town, county, or zip

state **GO**

[or select a state using a map »](#)

Getting Detailed Data

Decennial Census - taken every 10 years to collect information about the population and housing of the United States

Population Estimates Program - an ongoing survey that provides population estimates for the United States every year

Economic Census - profiles the U.S. economy every 5 years

Annual Economic Surveys - data from the Annual Survey of Manufactures and Nonemployer Statistics

Population Estimates Program - population numbers between censuses

Economic Census - profiles the U.S. economy every 5 years

Annual Economic Surveys - data from the Annual Survey of Manufactures and Nonemployer Statistics

POPULATION FINDER

FACT SHEET

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

DOWNLOAD CENTER

MAPS

TOOLS AND REFERENCES

Address Search...

Enter a [street address](#) to find Census 2000 data

- [Browser Notes](#)
- [Confidentiality](#)

Population Data

Population Finder

Use the [Population Finder](#) to view population trends for your community.

U.S. Population Clock

21:04 GMT (EST+5) Jul 20, 2006

299,268,229

[more population clocks »](#)

What's New

The first release of **2004 County Business Patterns** data is now available in American FactFinder. [more »](#)

2005 Population Estimates for cities and towns are now available in American FactFinder [more »](#)

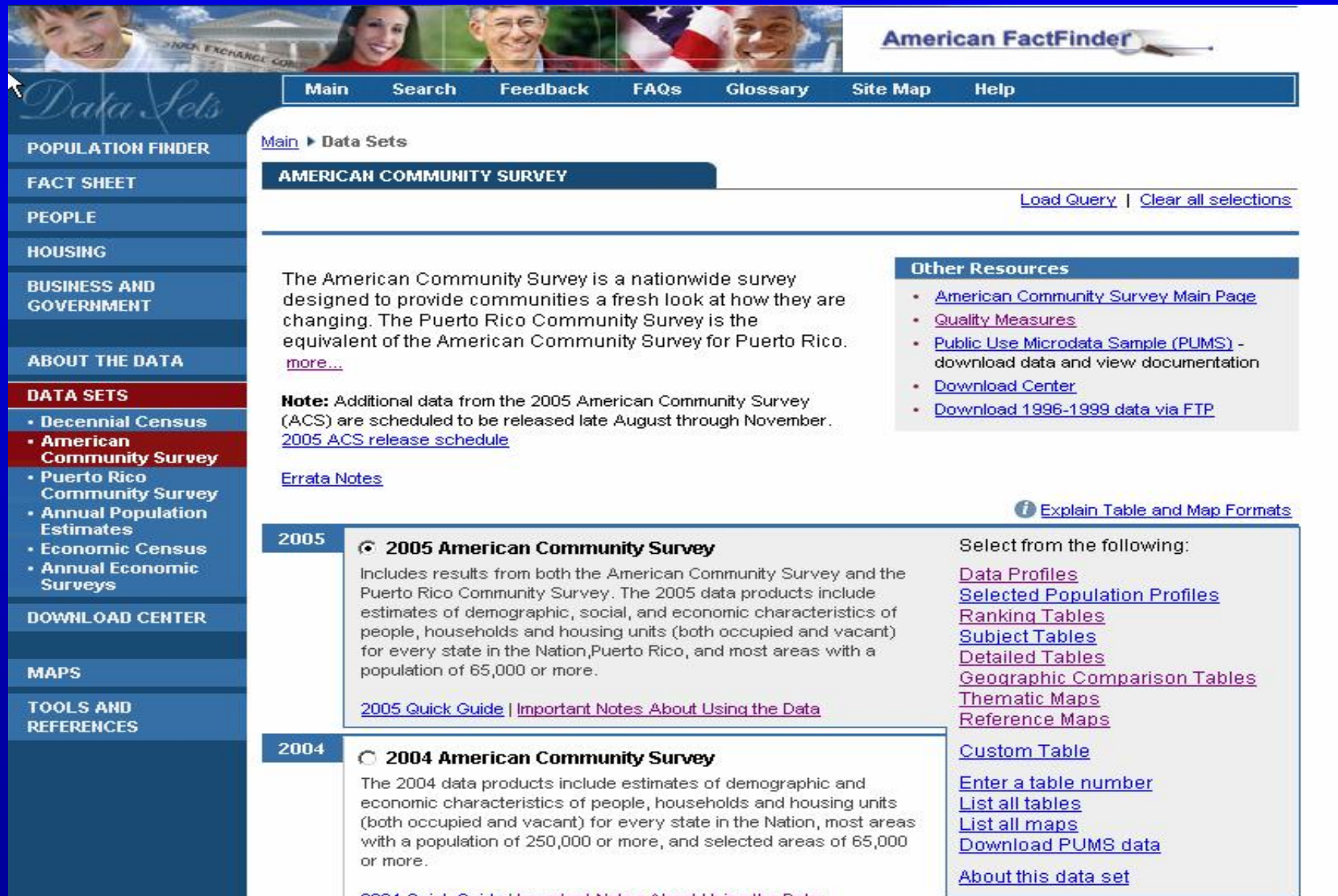
Updates to American FactFinder released April 20, 2006. [more »](#)

2002 Economic Census data continue to be released on a flow basis, as [Quick Reports](#), [Thematic Maps](#), and [Detailed Statistics Data Sets](#).

Data from the 2002 Business Expenses

USCENSUSBUREAU

Data Sets: 2005 ACS



The image shows a screenshot of the American FactFinder website. At the top, there is a banner with a collage of people and the text "American FactFinder". Below the banner is a navigation bar with links: Main, Search, Feedback, FAQs, Glossary, Site Map, and Help. On the left side, there is a vertical menu with categories: POPULATION FINDER, FACT SHEET, PEOPLE, HOUSING, BUSINESS AND GOVERNMENT, ABOUT THE DATA, DATA SETS (highlighted), DOWNLOAD CENTER, MAPS, and TOOLS AND REFERENCES. Under "DATA SETS", there are links for Decennial Census, American Community Survey (highlighted), Puerto Rico Community Survey, Annual Population Estimates, Economic Census, and Annual Economic Surveys. The main content area is titled "AMERICAN COMMUNITY SURVEY" and includes a "Load Query" and "Clear all selections" link. The text describes the American Community Survey as a nationwide survey designed to provide communities a fresh look at how they are changing. It mentions the Puerto Rico Community Survey as the equivalent for Puerto Rico. A note states that additional data from the 2005 American Community Survey (ACS) are scheduled to be released late August through November, with a link to the 2005 ACS release schedule. There is also a link for Errata Notes. On the right side, there is a section titled "Other Resources" with links to the American Community Survey Main Page, Quality Measures, Public Use Microdata Sample (PUMS) - download data and view documentation, Download Center, and Download 1996-1999 data via FTP. Below this, there is a link to "Explain Table and Map Formats". The bottom section is titled "2005" and "2004" with sub-sections for "2005 American Community Survey" and "2004 American Community Survey". The 2005 section includes a description of the survey results and a link to the 2005 Quick Guide. The 2004 section includes a description of the data products and a link to the 2004 Quick Guide. On the right side of the 2005 section, there is a list of links: Data Profiles, Selected Population Profiles, Ranking Tables, Subject Tables, Detailed Tables, Geographic Comparison Tables, Thematic Maps, Reference Maps, Custom Table, Enter a table number, List all tables, List all maps, Download PUMS data, and About this data set.

POPULATION FINDER

FACT SHEET

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

- Decennial Census
- **American Community Survey**
- Puerto Rico Community Survey
- Annual Population Estimates
- Economic Census
- Annual Economic Surveys

DOWNLOAD CENTER

MAPS

TOOLS AND REFERENCES

Main | **Search** | **Feedback** | **FAQs** | **Glossary** | **Site Map** | **Help**

AMERICAN COMMUNITY SURVEY

[Load Query](#) | [Clear all selections](#)

The American Community Survey is a nationwide survey designed to provide communities a fresh look at how they are changing. The Puerto Rico Community Survey is the equivalent of the American Community Survey for Puerto Rico. [more...](#)

Note: Additional data from the 2005 American Community Survey (ACS) are scheduled to be released late August through November. [2005 ACS release schedule](#)

[Errata Notes](#)

Other Resources

- [American Community Survey Main Page](#)
- [Quality Measures](#)
- [Public Use Microdata Sample \(PUMS\)](#) - download data and view documentation
- [Download Center](#)
- [Download 1996-1999 data via FTP](#)

[Explain Table and Map Formats](#)

2005

2005 American Community Survey

Includes results from both the American Community Survey and the Puerto Rico Community Survey. The 2005 data products include estimates of demographic, social, and economic characteristics of people, households and housing units (both occupied and vacant) for every state in the Nation, Puerto Rico, and most areas with a population of 65,000 or more.

[2005 Quick Guide](#) | [Important Notes About Using the Data](#)

2004

2004 American Community Survey

The 2004 data products include estimates of demographic and economic characteristics of people, households and housing units (both occupied and vacant) for every state in the Nation, most areas with a population of 250,000 or more, and selected areas of 65,000 or more.

[2004 Quick Guide](#) | [Important Notes About Using the Data](#)

Select from the following:

- [Data Profiles](#)
- [Selected Population Profiles](#)
- [Ranking Tables](#)
- [Subject Tables](#)
- [Detailed Tables](#)
- [Geographic Comparison Tables](#)
- [Thematic Maps](#)
- [Reference Maps](#)
- [Custom Table](#)
- [Enter a table number](#)
- [List all tables](#)
- [List all maps](#)
- [Download PUMS data](#)
- [About this data set](#)

Select Your Geography

U.S. Census Bureau
American FactFinder

[Main](#) [Search](#) [Feedback](#) [FAQs](#) [Glossary](#) [Site Map](#) [Help](#)

Select Geography

You are here: [Main](#) > [Data Sets](#) > [Geography](#) > Results
2005 American Community Survey, Data Profile

Choose a selection method

[list](#) [name search](#) [address search](#) [map](#)

[Explain Census Geography](#)

Select a [geographic type](#)

..... Place

Select a state

Arizona

Select a geographic area and click 'Show Result'

[Explain Missing Geographies](#)

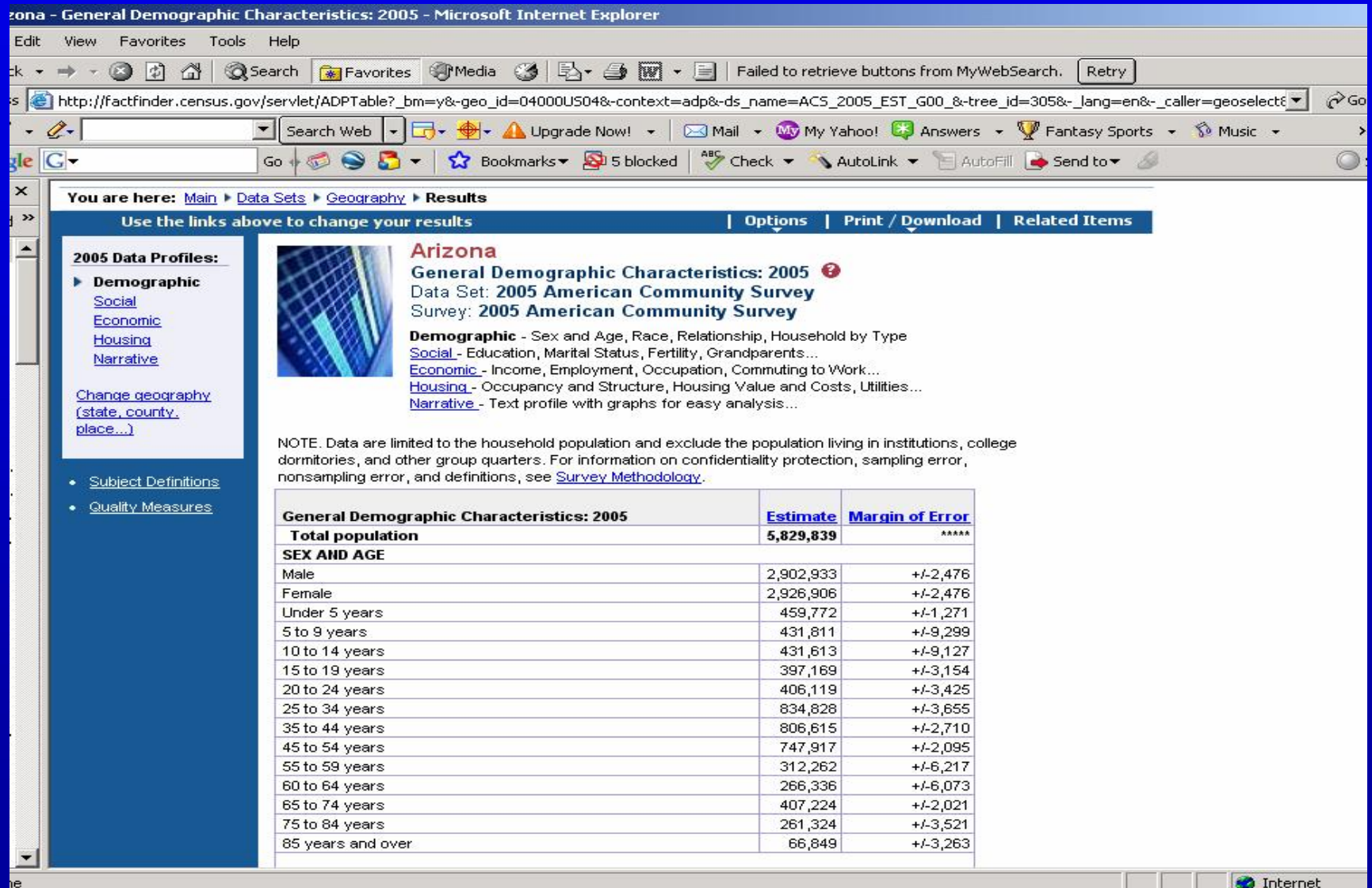
Download data for more than 7,000 geographic areas using the [Download Center](#).

[Map It](#)


[Show Result](#)

Chandler city
Gilbert town
Glendale city
Mesa city
Peoria city
Phoenix city
Scottsdale city
Surprise city

Data Profile for Arizona



Ranking Table List

**U.S. Census Bureau**
American FactFinder

[Main](#) [Search](#) [Feedback](#) [FAQs](#) [Glossary](#) [Site Map](#) [Help](#)

Ranking Tables

You are here: [Main](#) ▶ [Data Sets](#) ▶ **Ranking Tables** ▶ Results

Ranking Tables

- ▶ **2005**
 - [2004](#)
 - [2003](#)
 - [2002](#)

Ranking Tables compare key indicators across geographies.

2005 Ranking tables are available for states.

List tables by subject

Age and Sex

- R0105 [Age Dependency Ratio](#)
- R0106 [Child Dependency Ratio](#)
- R0101 [Median Age](#)
- R0107 [Old-Age Dependency Ratio](#)
- R0103 [Percent of Population Who Are 65 Years and Over](#)
- R0104 [Percent of Population Who Are 85 Years and Over](#)
- R0102 [Sex Ratio](#)

Aging

- R1001 [Percent of Grandparents Responsible for their Grandchildren](#)
- R1104 [Percent of Households with One or More People 65 Years and Over](#)
- R1703 [Percent of People 65 Years and Over Below Poverty Level](#)
- R1803 [Percent of People 65 Years and Over With a Disability](#)
- R0103 [Percent of Population Who Are 65 Years and Over](#)
- R0104 [Percent of Population Who Are 85 Years and Over](#)

Children

Ranking Table by State for Percent Completing High School

U.S. Census Bureau
American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

Ranking Tables

You are here: [Main](#) > [Data Sets](#) > [Ranking Tables](#) > [Results](#)

[Print / Download](#) | [Related Items](#)

View this table...

- for states
- from 2005
 - from 2004
 - from 2003
 - from 2002
- with statistical significance

View...

- as a [chart](#)

Other tables...

- Select another ranking table

[Subject Definitions](#)

[Quality Measures](#)

United States and States
R1401. Percent of People 25 Years and Over Who Have Completed High School (Includes Equivalency): 2005
 Universe: Population 25 years and over
 Data Set: 2005 American Community Survey
 Survey: 2005 American Community Survey, 2005 Puerto Rico Community Survey

NOTE. Data are limited to the household population and exclude the population living in institutions, college dormitories, and other group quarters. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#).



Rank	State	Percent	Margin of Error
1	Wyoming	91.3	+/-0.8
2	Alaska	91.0	+/-0.6
3	Minnesota	90.9	+/-0.2
4	Montana	90.7	+/-0.6
5	Utah	90.1	+/-0.5
6	New Hampshire	89.9	+/-0.5
7	Iowa	89.6	+/-0.3
8	Nebraska	89.5	+/-0.4
8	Vermont	89.5	+/-0.7
10	Maine	89.0	+/-0.5
11	Washington	88.8	+/-0.3
11	Wisconsin	88.8	+/-0.2
13	Colorado	88.7	+/-0.4
13	Kansas	88.7	+/-0.4
15	South Dakota	88.6	+/-0.6
16	North Dakota	88.2	+/-0.7

Internet

United St... PPT Microsoft ... Welcome t... Availability... Gerald L O...

9:48 AM

Subject Table List



Subject Tables

You are here: [Main](#) ▶ [Data Sets](#) ▶ [Geography](#) ▶ **Tables** ▶ Results

Subject Tables

- ▶ [2005](#)
- ▶ [2004](#)

Subject tables are predefined tables with frequently requested information for a single geographic area.

List tables by subject

Age and Sex

S0101 [Age and Sex](#)

Education

S1401 [School Enrollment](#)

Mobility

S0702 [Movers Between Regions](#)

Origins and Language

S1601 [Language Spoken at Home](#)

U.S. School Enrollment Subject Table

[Main](#)
[Search](#)
[Feedback](#)
[FAQs](#)
[Glossary](#)
[Site Map](#)
[Help](#)

Subject Tables

You are here: [Main](#) > [Data Sets](#) > [Geography](#) > [Tables](#) > **Results**

[Options](#)
[Print / Download](#)
[Related Items](#)

View this table...

from 2005
from 2004

Change...

[geography \(state, county, place...\)](#)

[table](#)

- [Subject Definitions](#)
- [Quality Measures](#)

United States

S1401. School Enrollment ?

Data Set: 2005 American Community Survey
Survey: 2005 American Community Survey


NOTE: Data are limited to the household population and exclude the population living in institutions, college dormitories, and other group quarters. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#).

Subject	Total	Margin of Error	Percent of enrolled population			
			In public school	Margin of Error	In private school	Margin of Error
Population 3 years and over enrolled in school	75,919,435	+/-94,664	83.9%	+/-0.1	16.1%	+/-0.1
Nursery school, preschool	4,785,409	+/-39,114	53.1%	+/-0.4	46.9%	+/-0.4
Kindergarten	3,964,774	+/-33,735	85.8%	+/-0.3	14.2%	+/-0.3
Elementary: grade 1 to grade 4	15,558,768	+/-64,263	88.6%	+/-0.1	11.4%	+/-0.1
Elementary: grade 5 to grade 8	16,563,002	+/-63,916	89.3%	+/-0.2	10.7%	+/-0.2
High school: grade 9 to grade 12	17,008,891	+/-47,258	90.8%	+/-0.1	9.2%	+/-0.1
College, undergraduate	14,581,709	+/-63,748	79.7%	+/-0.2	20.3%	+/-0.2
Graduate, professional school	3,456,882	+/-34,185	60.3%	+/-0.5	39.7%	+/-0.5
Percent of age group enrolled in school --						
3 and 4 years	45.2%	+/-0.4	52.2%	+/-0.5	47.8%	+/-0.5
5 to 9 years	94.4%	+/-0.1	86.0%	+/-0.2	14.0%	+/-0.2
10 to 14 years	98.0%	+/-0.1	89.4%	+/-0.2	10.6%	+/-0.2
15 to 17 years	95.7%	+/-0.1	90.9%	+/-0.1	9.1%	+/-0.1
18 and 19 years	67.7%	+/-0.4	86.7%	+/-0.2	13.3%	+/-0.2
20 to 24 years	37.4%	+/-0.2	79.2%	+/-0.3	20.8%	+/-0.3

Internet

United Stat...
 PPT
 Microsoft Po...
 Welcome to t...
 Availability C...
 Gerald L ODo...
 Internet
 10:19 AM

Base Table List



[Main](#) [Search](#) [Feedback](#) [FAQs](#) [Glossary](#) [Site Map](#) [Help](#)

Select Tables

You are here: [Main](#) ▶ [Data Sets](#) ▶ [Data Sets with Detailed Tables](#) ▶ [Geography](#) ▶ **Tables** ▶ Results
2005 American Community Survey, Detailed Tables

☐ Choose a table selection method

[by subject](#) [by keyword](#) [show all tables](#)

☐ Select one or more tables and click 'Add'

[i explain table numbers](#)

B01001. Sex by Age
B01001A. Sex by Age (White Alone)
B01001B. Sex by Age (Black or African American Alone)
B01001C. Sex by Age (American Indian and Alaska Native Alone)
B01001D. Sex by Age (Asian Alone)
B01001E. Sex by Age (Native Hawaiian and Other Pacific Islander Alone)
B01001F. Sex by Age (Some Other Race Alone)
B01001G. Sex by Age (Two or More Races)
B01001H. Sex by Age (White Alone, Not Hispanic or Latino)
B01001I. Sex by Age (Hispanic or Latino)

Abbreviations:
Black - Black or African American
AIAN - American Indian and Alaska Native
NHPI - Native Hawaiian and Other Pacific Islander
SOR - Some Other Race

What's this?

[Add ▼](#)

Current table selections:

B01001. Sex by Age

Remove

Show Result ▶

USCENSUSBUREAU

46

Base Table of Sex by Age for AZ Cities

Failed Tables - American FactFinder - Microsoft Internet Explorer

Edit View Favorites Tools Help

Failed to retrieve buttons from MyWebSearch. Retry

http://factfinder.census.gov/servlet/DTTable?_bm=y&-context=dt&-ds_name=ACS_2005_EST_G00_&-CONTEXT=dt&-mt_name=ACS_2005_EST_G2000_B01001&-tree_id=3

Search Web Upgrade Now! Mail My Yahoo! Answers Fantasy Sports Music

Go Bookmarks 5 blocked Check AutoLink AutoFill Send to

U.S. Census Bureau
American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

Detailed Tables

You are here: [Main](#) > [Data Sets](#) > [Data Sets with Detailed Tables](#) > [Geography](#) > [Tables](#) > [Results](#)

Use the links above to change your results | [Options](#) | [Print / Download](#) | [Related Items](#)

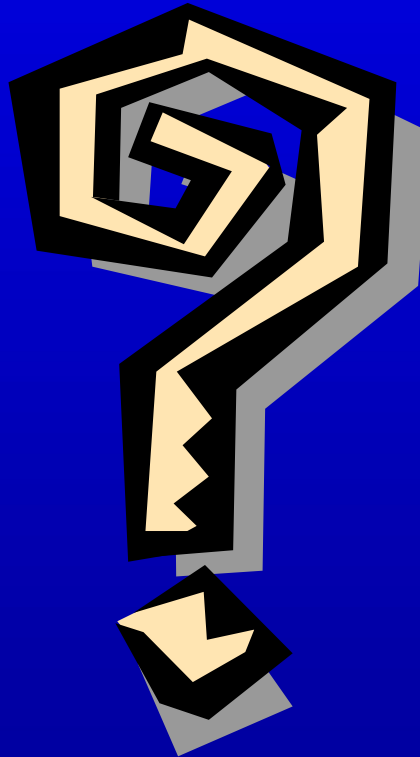
[B01001. SEX BY AGE - Universe: TOTAL POPULATION](#)
Data Set: [2005 American Community Survey](#)
Survey: 2005 American Community Survey

NOTE: Data are limited to the household population and exclude the population living in institutions, college dormitories, and other group quarters. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#).

	Mesa city, Arizona		Phoenix city, Arizona		Scottsdale city, Arizona		Tempe city, Arizona		Tucson city, Arizona	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total:	442,445	+/-17,998	1,377,980	+/-26,483	215,933	+/-11,086	166,171	+/-13,068	507,362	+/-10,053
Male:	224,367	+/-10,196	694,972	+/-14,862	109,338	+/-6,779	84,982	+/-7,857	248,306	+/-5,306
Under 5 years	19,608	+/-3,265	60,632	+/-4,037	7,849	+/-1,814	4,729	+/-1,637	21,902	+/-1,572
5 to 9 years	15,347	+/-2,257	54,872	+/-3,980	7,264	+/-1,896	5,151	+/-2,022	16,877	+/-2,034
10 to 14 years	15,783	+/-2,115	55,574	+/-4,839	5,636	+/-1,331	6,768	+/-2,169	19,148	+/-2,056
15 to 17 years	10,674	+/-1,624	29,756	+/-2,208	3,647	+/-1,091	2,465	+/-833	9,261	+/-835
18 and 19 years	6,831	+/-1,399	16,373	+/-1,536	2,001	+/-824	2,404	+/-846	6,983	+/-1,050
20 years	3,034	+/-940	9,067	+/-1,809	625	+/-481	2,383	+/-1,063	5,388	+/-1,314
21 years	2,768	+/-1,029	9,629	+/-1,717	1,542	+/-887	3,535	+/-1,478	5,231	+/-1,188
22 to 24 years	11,064	+/-2,170	36,560	+/-4,525	4,095	+/-1,662	8,412	+/-2,588	13,986	+/-1,537
25 to 29 years	18,200	+/-3,181	66,345	+/-4,029	5,768	+/-1,992	10,283	+/-2,863	21,264	+/-1,554
30 to 34 years	16,404	+/-2,434	61,536	+/-4,460	8,557	+/-2,017	7,071	+/-2,311	19,634	+/-1,392
35 to 39 years	15,215	+/-1,731	55,267	+/-4,316	8,387	+/-1,523	6,051	+/-1,566	18,189	+/-2,052
40 to 44 years	19,509	+/-2,596	49,940	+/-4,311	7,642	+/-1,367	4,905	+/-1,337	16,792	+/-1,963
45 to 49 years	13,850	+/-1,794	48,179	+/-2,897	7,319	+/-1,322	5,997	+/-1,281	15,103	+/-1,268
50 to 54 years	11,356	+/-1,525	42,096	+/-2,961	9,943	+/-2,831	4,040	+/-997	12,417	+/-1,253
55 to 59 years	9,750	+/-1,595	33,446	+/-2,814	7,222	+/-1,594	3,590	+/-931	11,606	+/-1,140
60 and 61 years	2,740	+/-744	10,547	+/-1,737	2,668	+/-684	591	+/-344	3,836	+/-833
62 to 64 years	4,826	+/-998	11,182	+/-1,257	3,555	+/-725	1,559	+/-528	4,995	+/-1,006

Internet

Questions/Comments



Local Update of Census Addresses (LUCA)

Talking Points

LUCA Overview

LUCA Options

LUCA Schedule

LUCA Pop Quiz

- 505,530
- 11,630

2010 Census Local Update of Census Addresses (LUCA) Program

- **Decennial Census Geographic Partnership Program**
- **Allows the Census Bureau to benefit from local knowledge in developing its Master Address File (MAF)**
- **Benefits local governments by contributing to a more complete and accurate census**
- **An accurate census means local governments receive their fair share of federal and state funding.**

How Does the LUCA Program Work?

- Local governments designate a LUCA liaison
- Choose one of three options to participate
- Receive materials in computer readable format (paper for small areas)
- Single review period for 120 calendar days
- Field verification of addresses through the Address Canvassing operation
- Appeals process through an independent agency

What are the LUCA Participation Options?

Option 1 – Full Address List Review

- Requires Title 13 confidentiality agreement
- Participant can comment on and update the city-style Census addresses
- May challenge tallies in census blocks with noncity-style addresses
- May update map features and legal boundaries
- Receives detailed feedback after field verification
- May appeal the results to an outside agency

What Are the LUCA Participation Options?

Option 2 – Local Address List Submission

- Requires Title 13 confidentiality agreement
- Participant receives the Census address list for reference
- Submits the city-style local address list for the Census Bureau to match to the MAF
- May update map features and legal boundaries
- Receives detailed feedback on the local address submissions after field verification
- May appeal the results to an outside agency

What are the LUCA Participation Options?

Option 3 – Local Address List Submission

- Does not require a confidentiality agreement
- Participants **DO NOT** receive Census addresses
- Participants submit their city-style address list for the Census Bureau to match to the MAF
- May update map features and legal boundaries
- Receive updated maps and address tallies after field verification
- May not appeal the results

What is the LUCA Program Schedule?

- **January 2007** **LUCA advance letter mailing**
- **April - June 2007** **Census conducts LUCA informational meetings**
- **July 2007** **LUCA invitational letter and registration material mailing**
- **July – Oct 2007** **Governments register, materials shipped**

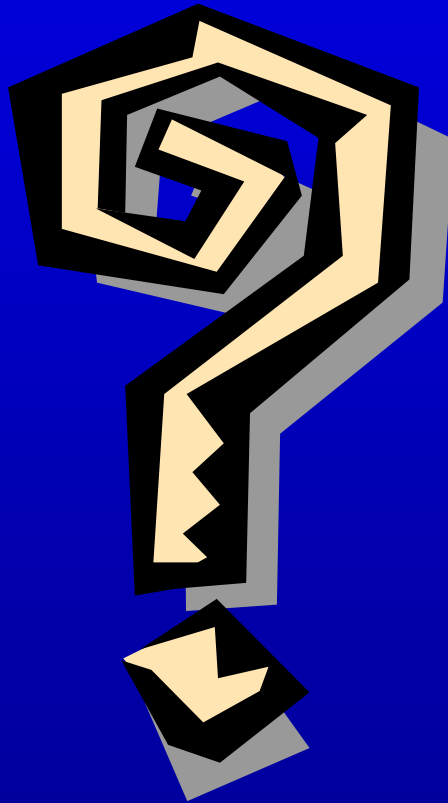
What is the LUCA Program Schedule?

- **Aug – Oct 2007** LUCA technical trainings
- **Aug 2007 – April 2008** LUCA participant review period (120 days from receipt of materials)
- **April – Oct 2008** Census Bureau submission review and MAF update
- **Feb – June 2009** Address canvassing operations (LUCA field verification)

What is the LUCA Program Schedule?

- **June – Oct 2009** **Census Bureau processes and mails feedback materials to LUCA participants**
- **Sept – Dec 2009** **Participants review feedback materials and have opportunity to appeal results**
- **Sept 2009 – Jan 2010** **LUCA Appeals Office reviews and adjudicates appeals**

Questions/Comments



Participant Statistical Areas Program for the 2010 Census (PSAP)

Participant Statistical Areas Program

- **Four Types of Delineations:**

- **Census Tracts**
- **Block Groups**
- **Census County Divisions**
- **Census Designated Places**

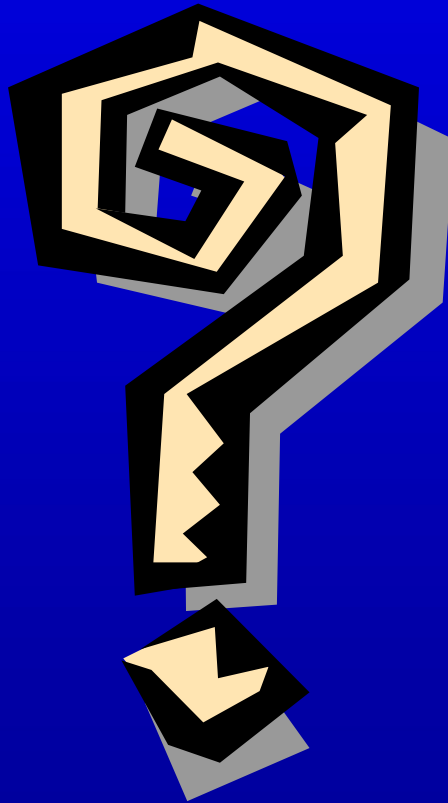
Participant Statistical Areas Program

- Regional, multi-county organizations, (e.g. COGs, MPOs) preferred primary participant
- To reflect local input and the needs of a wide range of data users
- MAF/TIGER Participant Software for electronic submission of boundaries
- Participants with GIS may utilize their own data and submit files

Participant Statistical Areas Program Schedule

- Proposed criteria published in *Federal Register*: late 2006
- Final criteria published: 2007
- Participants identified: early 2008
- Materials distributed: late Summer 2008
- Participants will have 120 days to review and submit boundaries
- Verification stage: 2009

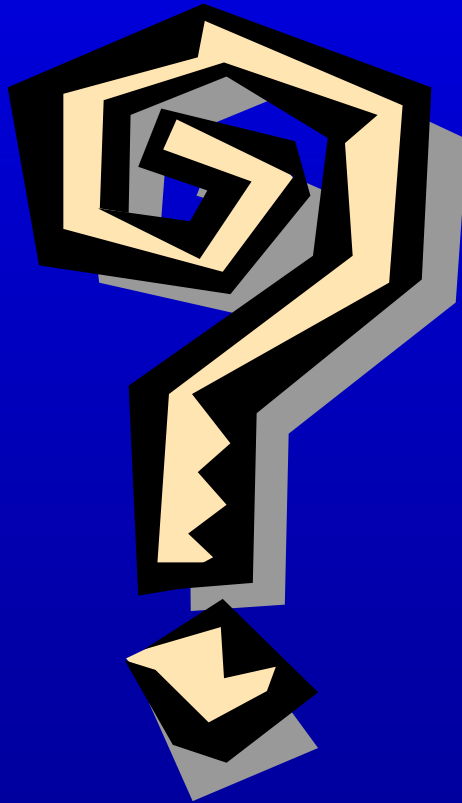
Questions/Comments



Boundary and Annexation Survey (BAS)

- For 2007, all governments with a population greater than 2,500
- All governments can participate in 2008 through 2010
- After TIGER is realigned, governments can submit digital updates
- Products will be mailed in January 2007
- Very important to have the correct boundary so ACS and Census 2010 data are accurately reflected

Questions/Comments



Census Promotion & Complete Count Committees



Trends and Reasons Affecting an Accurate Count

- Deliberate avoidance
- Fear of government
- Concerns regarding confidentiality
- Irregular housing
- Complex and fluid households
- Language barriers
- New immigrants

Census Promotion and Outreach Activities

- Partnership Program
- Direct Mail Components
- Paid Advertising Campaign
- Census in Schools Program
- Faith-Based Initiative
- Questionnaire Assistance Centers
- Complete Count Committees

What is a Complete Count Committee?

A major vehicle for planning and implementing local, targeted efforts that will uniquely address the characteristics of your community.

What Are the Goals of a Complete Count Committee?

- A team of government/community members who will:
 - Develop a community-specific 2010 Census awareness campaign.
 - Provide leadership in the promotion of the 2010 Census.
 - Commit to ensuring that every resident in their community is counted.

Why Form a Complete Count Committee?

- To make everyone in the community aware of the 2010 Census (educational).
- To motivate the community to participate by filling out the census form (motivational).
- To utilize local knowledge, expertise, and influence to design and implement a census awareness campaign targeted to the community.

What Are the Benefits of a Complete Count Committee?

- Community awareness
- Local-based publicity campaign
- Link to national campaign
- Local knowledge to assist census operations
- Increased participation
- Insure fair share of Federal funding

When Should a Complete Count Committee Form?

- Suggested timeline:
 - 2006 & 2007—propose line item in city/county budgets
 - Spring/Summer 2008—form committee
 - Fall 2008—organization & plan of action meeting
 - Winter 2008 throughout 2009—regularly scheduled progress meetings
 - January 2010—begin monthly status meetings
 - April 2010—implement Census Day & Census Week plan

Specific Activities of CCC's

- Develop a local theme for census participation.
- Secure community leader endorsements.
- Create/distribute community-specific promotional materials.
- Work with local media.
- Hold census outreach functions @community events.
- Spread word about census jobs.
- Provide testing/training space.
- Identify hard to enumerate areas.

What's the Next Step?

1. Please fill out the local government contact form and return it to us.
2. Watch for LUCA materials in early 2007.
3. Consider resources/budget items needed for years leading up to 2010.

**“Coming together is a beginning;
Keeping together is progress;
Working together is success.”**

Henry Ford

Questions and Comments...

